

Sinclair Broadcasting's decision to force their stations to air an anti-Kerry documentary days before the election is a clear example of the dangers of media consolidation. Sinclair uses the public airwaves free of charge, and is obligated by law to serve the public interest. Instead it has chosen to unduly influence public opinion.

The best way to prevent bias from controlling the media is to ensure that provide the public with a variety of different voices. The more large companies control the airwaves, the more we limit the perspective available to the public. The more we limit free information. Moreover, new becomes more of what is good for the bottom line and less of what happened. Instead of something produced at "News Central" far away, it's more important that we see real people from our own communities and more substantive news about issues that matter.

Sinclair's actions show why we need to strengthen media ownership rules, not weaken them. They show why the license renewal process needs to involve more than a returned postcard. Thank you.